



## New Equine and Livestock Arena Planned for Minnesota State Fairgrounds

Capital campaign launched to showcase animal agriculture to fairgoers.

The Minnesota State Fair Foundation has launched a \$3 million campaign for a new equine and livestock arena on the fairgrounds. This facility will be used during the State Fair by 4-H, FFA and State Fair open class exhibitors, as well as other times for equine and livestock shows.



“Livestock is a key industry in Minnesota and many of our stockholders raise animals or are engaged with 4-H and other programs that promote livestock production as well as youth leadership,” explains AgStar president and CEO Paul DeBriyn. “We also think it’s important for consumers to see the life cycle of animals and see how agriculture works. The new equine and livestock arena will complement the CHS Miracle of Birth Center and the Moo Booth in educating fairgoers about animal agriculture.”

The new arena will replace the existing Judging Arena and Stall Annex, which has been on the State Fair’s capital improvement list for nearly a decade. The arena will be an enclosed 27,000 square foot structure with an expansive 15,000 square foot show ring and seating for 600. It will also have multiple exits and entrances for improved access and safety for exhibitors, animals and the public. The facility will provide space for fairgoers to connect with livestock exhibitors and learn about horses, dairy, cattle, goats, llamas, sheep and more. “In addition to competitions we envision it as a story telling and education area,” says Kay Cady, executive director Minnesota State Fair Foundation.

Construction will begin following the 2011 State Fair. A groundbreaking ceremony will be held Saturday, August 27 at 5:45 p.m. during the fair.

AgStar Financial Services has made the leadership gift toward building the new arena which is expected to be largely completed by April 2012 and will carry the name AgStar Arena.

Cady notes that Agri-Growth members and agricultural families from across Minnesota have generously supported the State Fair for generations. “We appreciate that support and because of this, our State Fair is one of the best national expositions, providing the very best in agricultural education and 4-H and FFA youth leadership participation from every county in Minnesota,” she says.

### Support the Campaign

The State Fair Foundation is seeking contributions for the new arena from a broad base of potential donors including livestock associations, equine associations, individuals and companies. The names and logos of donors will be displayed prominently at the fair on donor recognition walls, tribute pavers in Star Plaza and entryways – depending on gift level. “We want to have the greatest number of donors possible

“For our consumers and producers, the State Fair is one of the best places to connect rural with urban visitors with learning about agriculture and where our food comes from.”

— KAY CADY,  
executive director, Minnesota  
State Fair Foundation

from agriculture represented. Having a lot of names and logos shown will make a big statement about how far reaching agriculture is from the farmer all the way to the consumer,” says Cady.

### Donor Recognition

Recognition will be given within the following structure for a minimum of five years:

- \$100,000 and up: Several entryways available for name and logos.
- \$10,000 and up: Recognition on exterior and interior donor walls including logos.
- \$1,000 and up: Recognition on exterior and interior donor walls.
- \$300 and up: Recognition paver in Star Plaza and interior donor wall.
- All gifts recognized in the Foundation Annual Report and on the Bailey House donor wall in the year the gift was given.

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# Member In Focus

Company: Dorsey & Whitney LLP • Website: [www.dorsey.com](http://www.dorsey.com) • Location: Minneapolis, MN



Dorsey & Whitney LLP is a global full-service law firm serving clients from 19 offices on four continents. Our 600 lawyers provide legal counsel to clients in a wide range of industries and across over 50 areas of law. Dorsey has been regularly recognized for the quality of our client service and for the depth and breadth of our community involvement. Among our clients are many Fortune 100 companies as well as startup businesses and everything in between. We handle a wide array of issues such as labor and employment, employee benefits, regulatory and compliance, intellectual property, acquisitions and business litigation, as well as legal issues specific to industries such as agriculture and co-ops. In 2012, Dorsey will celebrate 100 years of serving clients and we look forward to “a new century of service.”

## Q & A with Kathryn Kusske Floyd and Jay Johnson, lawyers in the Regulatory Affairs Group:

**Several of the key trends affecting agricultural biotechnology were highlighted in the March edition of this Newsletter. Can you provide an update?**

New advances in genetically engineered crops hold tremendous potential to benefit both farmers and consumers. But several of these products have been tied up in litigation for years, and the same sort of litigation has threatened other newly-available products.

This trend toward courtroom challenges has upstream impacts on the regulatory process at the U.S. Department of Agriculture’s Animal and Plant Health Inspection Service (APHIS), the agency primarily responsible for making determinations that allow new agricultural biotechnology products to go on the market. APHIS is a relatively small branch of USDA, and the ongoing litigation over products like Roundup Ready alfalfa, Roundup Ready sugar beets and freeze-tolerant eucalyptus have diverted important resources away from new product review and approval. Consequently, there is currently a backlog of approximately two dozen petitions for deregulation, some of which were submitted several years ago, waiting for the agency’s decision.

Recently, APHIS announced a new pilot program that is intended to address the inefficiencies in the regulatory process. Under the program, petitioners are allowed to either prepare their own environmental report to supplement the information provided in their actual petition, or pay for an independent third party contractor to prepare an Environmental Assessment (EA) or Environmental Impact Statement (EIS) under APHIS supervision.

We expect that the ability to prepare an environmental report for submission to APHIS will

benefit petitioners in at least two ways. First, the petitioner will not have to rely on APHIS to perform the environmental evaluation that will serve as the basis for the agency’s EA or EIS. That should speed up the environmental review process and facilitate a faster approval of the petition. Second, the petitioner can use the environmental report to better anticipate and respond to legal and technical arguments that opponents of agricultural biotechnology may use in court. When those responses are incorporated into APHIS’s environmental documentation, the result should be a more defensible agency decision.

## Q & A with Peter Sipkins and Alene Grossman, trial lawyers in the Agribusiness & Cooperatives Practice Group:

**What trends or new legislation have you seen affecting agribusiness?**

The most sweeping legislative update to U.S. food safety laws in the last 70 years became law on January 4, 2011. The Food Safety Modernization Act (FSMA) demonstrates a major shift in food safety law from a reactive to a preventative stance, requiring food facilities to implement risk-based measures. Some of the food safety enhancements in the FSMA include:

- Preventive controls utilizing risk-based analysis to evaluate the hazards in a food facility’s operations, implementing and monitoring effective measures to prevent contamination, and having a plan in place to take any corrective actions that are necessary;
- Requiring the Food and Drug Administration (FDA) to establish science-based standards for the safe production and harvesting of fruits and vegetables to minimize risk of serious illness or death, and to conduct more frequent inspections;
- Authorizing the assessment and collection of fees related to food facility re-inspection

and food recalls, among other things;

- Establishing whistleblower’s protections for employees of entities involved in the manufacturing, processing, packing, transporting, distribution, reception, holding, or importation of food who provide information relating to any Federal Food, Drug, and Cosmetic Act violation;
- Imposing imported food safety requirements and certification to ensure imported food is safe; and
- Giving the FDA authority to issue mandatory recalls for all food products.

This law makes very small businesses that sell less than \$500,000 in the same state within 275 miles of the food production exempt from many of the regulations, except that all farms will be affected by the new produce production regulations. The FSMA does not apply to meat, eggs or dairy products, which are regulated by the U.S. Department of Agriculture.

It is unclear whether the government will have enough resources to enforce the new law; the estimated annual cost of implementing the FSMA is \$1.4 billion. The FY 2011 Appropriations bill did not provide 100% of the funding needed. The FDA, the main agency implementing this law, therefore will be required to prioritize its implementation. **Michael Taylor**, the FDA’s Deputy Commissions for Foods, has stated that the agency will put the preventive controls regulation, inspections and compliance, as well as import safety programs at the top of its priorities list. While lack of funding may delay implementation of some of the FSMA’s provisions, others are immediately implementable, such as issuance of mandatory recalls. Funding issues also mean that the FDA will also focus more on enhancing its partnerships with state and local regulators for domestic issues, as well as foreign governments and third parties for foreign issues.



The Minnesota Agri-Growth Council is an advocate for the state’s food and agriculture industry. Founded in 1968, the Council is a nonprofit, nonpartisan organization that represents the shared interests of its 200-plus members, which include food and agriculture businesses, organizations and producers, as well as the service industries that support them.

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### Staff

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**Make a Great Experience Even Better**

“The State Fair is the biggest single opportunity to get in touch and communicate with people who are one, two, three generations removed from farming,” says **Mitch Davis**, vice president of research and development, **Davisco Foods International** and chair of the State Fair Foundation’s arena development committee, as well as an Agri-Growth member. “The fair provides hands on experiences with animals, equipment and the activities of farming and agribusiness for people otherwise not in tune to what we’re doing. It’s really important for agribusiness to support the arena because it builds a positive image of animal agriculture and can help us express how we feed the world every day.”

**Jim Winter**, vice president of agribusiness for **Ecolab** and secretary for the Agri-Growth board agrees, “It’s important that Agri-Growth members support improvements that will continue to make the State Fair a great experience for



those who exhibit and for those who attend. As our society becomes less and less knowledgeable about agriculture it’s more difficult for them to understand where food comes from. The new equine and livestock arena will be a tremendous addition that provides an opportunity for fairgoers to see farm animals and the people who take care of those animals.” Winter also serves on the State Fair Foundation Board.

Cady concludes, “Through AgStar’s gift and support from others for the new arena, the State Fair will continue to achieve the best in animal agricultural programs. Having quality facilities helps showcase State Fair and Minnesota excellence in agriculture. Nearly all of our 1.8 million State Fair visitors hear and see that agricultural story during the 12-day fair, as well as throughout the year when the fairgrounds hosts dozens of other livestock and equine exhibitions.”

**To donate or learn more visit this link:**  
[www.msffoundation.org/pages/programs/arena.html](http://www.msffoundation.org/pages/programs/arena.html)

“The new facility is being built to be flexible so it can be used for tradeshow, seminars and conventions in addition to equine and livestock shows. The modern facility will have wash racks, portable stalls and will be able to accommodate larger breeds such as draft horses.”

— **MARK GOODRICH**,  
*deputy manager for the Minnesota State Fair*

**Registration Open for the Annual AgPAC Golf Outing at Valley View Golf Club**

The Minnesota Agri-Growth Council annually hosts the Minnesota AgPAC Golf Tournament in June. The outing is an opportunity for Agri-Growth members and other agriculture and food industry leaders to network, while raising funds for the Minnesota AgPAC, a political fund that benefits the state’s agriculture and food industry. This year’s event will be held on June 13 at Valley View Golf Club in Belle Plaine, MN. Lunch and registration begins at 11:30, with a shot-gun start to golfing at noon. Learn more and register your company foursome at [www.agrigrowth.org/golf](http://www.agrigrowth.org/golf).

This year’s sponsors to-date include:



Interested in sponsoring?  
 Contact Tony at [info@agrigrowth.org](mailto:info@agrigrowth.org) or 651.905.8900.

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## CALENDAR OF EVENTS

**June – 8:** Legislative Wrap Up  
13: Annual Golf Tournament

**November – 16:** Annual Meeting

## JOIN AGRIGROWTH

Stay informed and be represented on public policy issues that impact the food and agriculture industry in Minnesota. Become a member at: [www.agrigrrowth.org/join](http://www.agrigrrowth.org/join)

## Agri-Growth Council to Host the 2011 Legislative Wrap Up

*The 2011 Legislative Wrap Up will be held at the St. Paul Hotel on June 8.*



Join fellow food and agriculture industry stakeholders at the St. Paul Hotel for the **Agri-Growth Council Legislative Wrap Up**. Find out what legislation passed and what didn't, as well as what to expect for the 2012 session. Everything is fair game, whether it's agriculture, budget, environment or taxes. This is your chance to hear what really happened during the Legislative Session! This year the event will be broken into two sessions; the first focusing on state legislative issues and the second focusing on federal congressional issues.



Cory Bennett, Agri-Growth lobbyist, leads panel discussion at the 2010 Legislative Wrap Up.

**Agri-Growth Legislative Wrap Up: June 8, 11:30 a.m. – 1:45 p.m.**

St. Paul Hotel  
350 Market Street  
St. Paul, MN 55102

**Just Confirmed:**

U.S. Congressman Tim Walz will be on hand to provide federal updates.

**Registration Cost:**

\$40 for members and affiliates

\$50 for nonmembers

Register today by emailing [info@agrigrrowth.org](mailto:info@agrigrrowth.org) or calling Tony Mondry, Agri-Growth program manager, at 651.905.8900.

Thanks to this year's  
2011 Legislative Wrap-Up Sponsors:

